Persistent

MODEL BUILDING STUDIO



Build an AI brain trained on your world

Move beyond shared AI models. Build domain-specific models trained on your data, governed by your rules, and to make it your Enterprise Brain Aka Enterprise Language Model

Model Building as a Service + Studio Platform

THE ENTERPRISE AI CHALLENGE



Everyone can access the same AI. Few can turn it into an advantage.

The frontier model race has made AI accessible to everyone. Differentiation now comes from models trained on your proprietary data, domain expertise, and operating knowledge.

The question is no longer whether you use AI.

It's whether you own the intelligence powering it.

Why enterprises are building their own models



Reduce reliance on external APIs



Control inference costs at scale



Improve domain-specific accuracy



Protect sensitive intellectual property



Enable sovereign AI deployments

Why Build Enterprise Models?

Data Moat
Turn proprietary enterprise knowledge into a unique competitive asset.

Domain Accuracy
Outperform general-purpose models on enterprise-specific tasks.

Cost Efficiency
Reduce long-term inference costs at production scale.

AI Sovereignty
Keep data, models, and inference under enterprise control.

Compounding Intelligence Every interaction strengthens enterprise-specific knowledge and performance.

Vendor Independence
Move from API consumer to model owner.

Regulatory Compliance
Strengthen regulatory compliance with transparent, auditable AI models.

Compounding Context Enterprise meaning lives inside the model, not just in the prompt.

Context Makes AI Informed. Owned Models Make It Expert.

A governed context layer gives AI reliable, traceable access to your enterprise knowledge. Model Building Studio takes the next step and embeds that knowledge into the model itself — so meaning is carried in the weights, not re-assembled and re-billed on every call. Enterprises that pair both get compounding returns: sharper domain accuracy, lower inference cost, a better cost quality optimisation and an intelligence layer they own.

FROM API CONSUMER TO MODEL OWNER

Building a successful model requires more than training data.

Persistent combines expert-led delivery with a purpose-built platform to help organizations Owning their own intelligence layer.

Model Building as a Service

Strategy, data engineering, model training, evaluation, and ModelOps.

Model Building Studio

A no-code platform to prepare data, build models, evaluate performance, deploy, and continuously improve.

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ONE PLATFORM. EVERY STAGE OF THE MODEL JOURNEY.



Prepare

Profile, clean, structure, and enrich enterprise data.

01

Build

Train, fine-tune, align, and adapt models using the right approach.

02

Evaluate

Benchmark performance against business-specific success criteria.

03

Deploy

Version, monitor, govern, and continuously improve models in production.

04

THE FULL SPECTRUM OF MODEL BUILDING

Different business problems require different approaches.

- Continued Pre-Training
- Supervised Fine-Tuning
- PEFT / LoRA
- Preference Alignment
- Multimodal Fine-Tuning
- Edge Fine-Tuning

One Platform and Service Model to back all your model building needs.

PROVEN IN REAL-WORLD ENVIRONMENTS

Drug Discovery

60% improvement in relevance and 50% faster hypothesis generation.

Intelligent Document Processing

~90% extraction accuracy on complex handwritten records.

Clinical Trial Operations

Compact domain models delivering frontier-model performance

Synthetic Data Generation

Training-grade data with zero PII exposure.

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WHERE MODEL BUILDING DELIVERS IMPACT

Banking & Financial Services

Risk, underwriting, sovereign AI, and cost optimization.

01

Healthcare & Life Sciences

Drug discovery, clinical operations, and compliant document intelligence.

02

Technology & Telecom

Engineering knowledge, product-embedded AI, and edge intelligence.

03

Retail & Consumer

Brand-safe AI, demand intelligence, and in-store experiences

04

WHY PERSISTENT

- Practitioner-built platform
- End-to-end model lifecycle expertise
- Production-grade evaluation and governance
- Flexible cloud, hybrid, and sovereign deployments
- Proven AI engineering at enterprise scale

From data preparation to ModelOps, Persistent helps enterprises build AI they can truly own.

START WITH ONE MODEL. BUILD A LASTING ADVANTAGE.

Whether you're exploring your first domain model or building a long-term AI strategy, Persistent helps accelerate the journey from idea to production.

Build AI that's trained on your world - not everyone else's.

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About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 26,500 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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